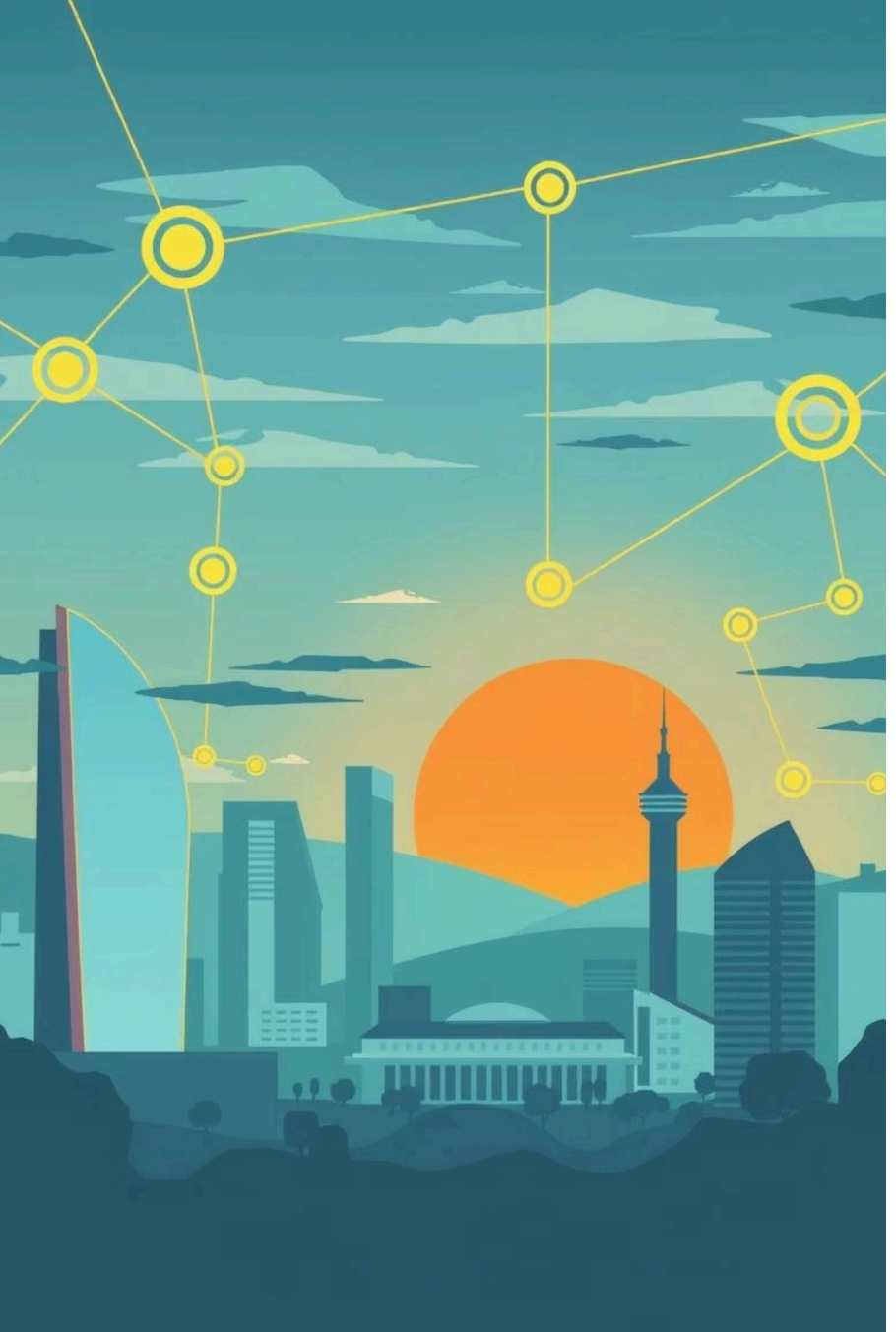

# Bulk SMS in Kenya: Powering Business Communication at Scale

As a Cloud Communications, **Telkosh offers reliable Bulk SMS in Kenya** to help modern businesses connect instantly and effectively. Our **Bulk SMS infrastructure** supports automated, high-impact messaging that's both scalable and efficient. As a trusted **Bulk SMS service in Kenya**, we provide communication solutions tailored for industries like real estate, retail, banking, logistics, and e-commerce. With advanced routing and Conversational AI, we ensure every message is delivered with speed, accuracy, and real value.

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Section 1

# What is Bulk SMS & Why It Matters?

1

## Definition

Bulk SMS involves sending thousands of text messages simultaneously for marketing, alerts, and customer engagement.

2

## Impact

It boasts the highest read rates among communication channels—instant, direct, and personal.

3

## Relevance in Kenya

Vital for businesses, NGOs, political campaigns, and service providers across Kenya.

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Section 2

# Leading Bulk SMS Providers in Kenya

### Savvy Bulk SMS

Affordable, offers SMS, voice, email, APIs, and short codes.

### AdvantaSMS

10+ years experience, 2 million daily transactions, enterprise-grade security, 24/7 support.

### MoveSMS

Free SMS API, cheapest rates from Ksh 0.4, developer-friendly with multi-language API scripts.

### OraMobile

Award-winning, offers bulk WhatsApp blasting, USSD, short codes, and 24-hour support.

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Section 3

# Pricing Landscape: Cost of Bulk SMS in Kenya

## Cost per SMS

Ksh 0.20 to Ksh 1.06 per SMS depending on volume and provider.

## Payment Model

No expiry on SMS credits, pay-as-you-go models with no hidden fees.

## Volume Discounts

Over 100,000 SMS can cost as low as Ksh 0.35 per message.

## Custom Sender ID

Registration costs approx. Ksh 6,500 per network (Safaricom, Airtel, Telkom).

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Section 4

# Bulk SMS Gateway & API Integration

Bulk SMS gateways enable automated, large-scale messaging via robust APIs from providers like Savvy, Advanta, and MoveSMS, supporting various programming languages.

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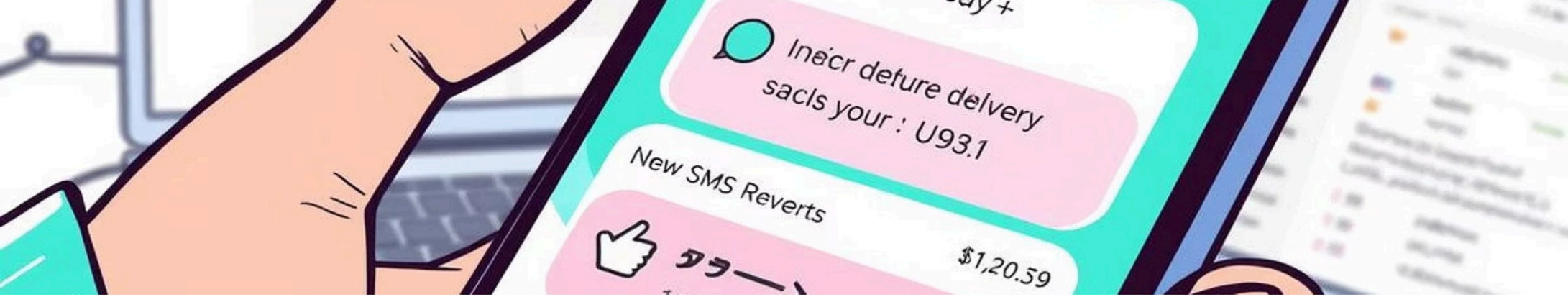


Section 5

# Key Features & Services Offered

### Unique Sender ID

Branding to boost recognition.

### Short Codes

For interactive two-way communication.

### USSD Services

Real-time interaction without internet.

### Reporting

Delivery reports & scheduling.

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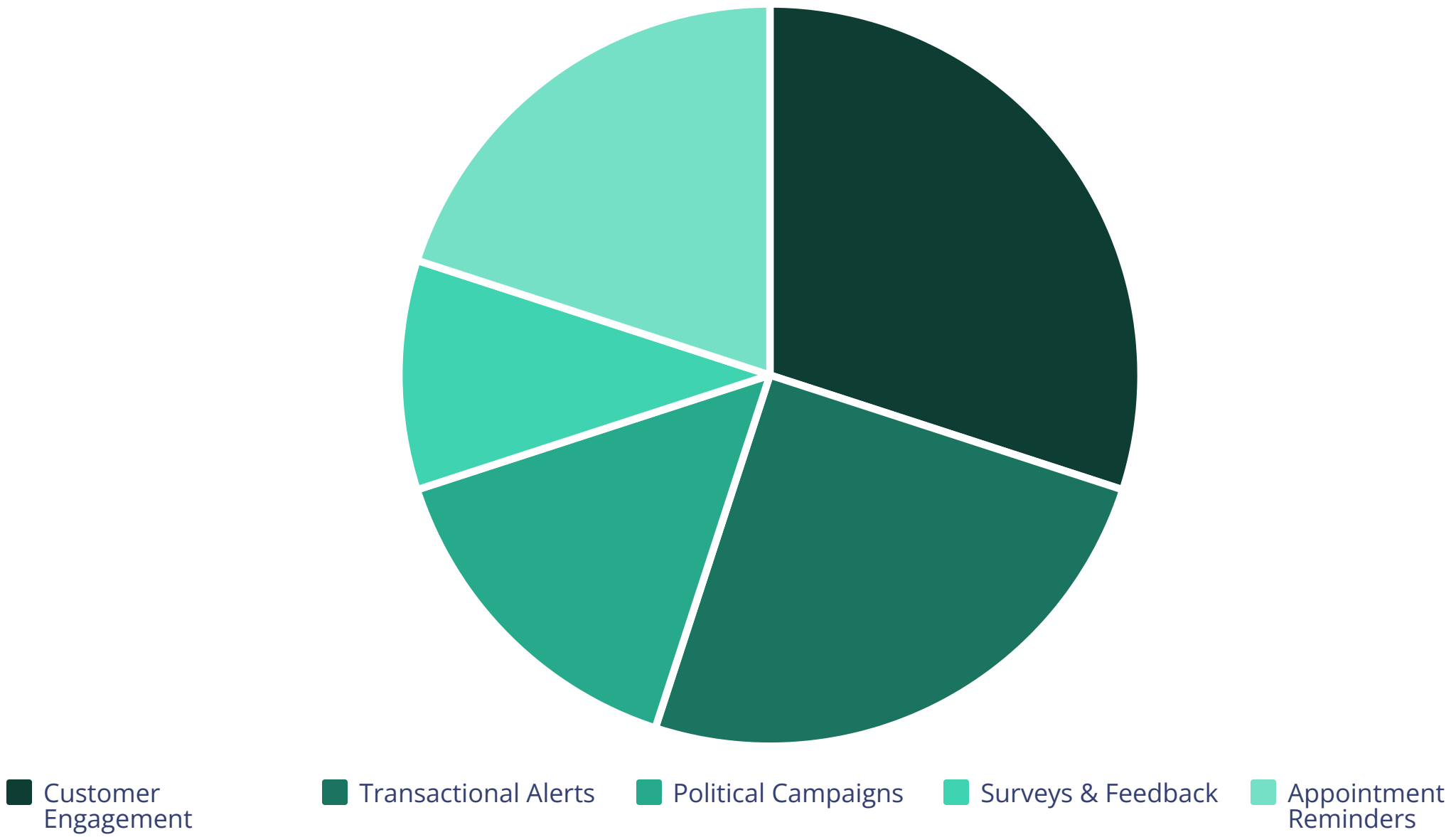
Section 6

# Real-World Use Cases in Kenya




Bulk SMS drives promotions, payment confirmations, voter mobilization, and service notifications across diverse sectors in Kenya.

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Section 7

# Why Choose a Local Bulk SMS Provider?

### High Delivery Rates

Direct connections with Kenyan mobile operators ensure 98-99% delivery rates.

### Regulatory Compliance

Adherence to Communication Authority of Kenya regulations ensures legal and ethical operations.

### 24/7 Local Support

Dedicated local teams for troubleshooting and campaign optimization.

### Competitive Pricing

Tailored rates aligned with Kenyan market realities and business sizes.

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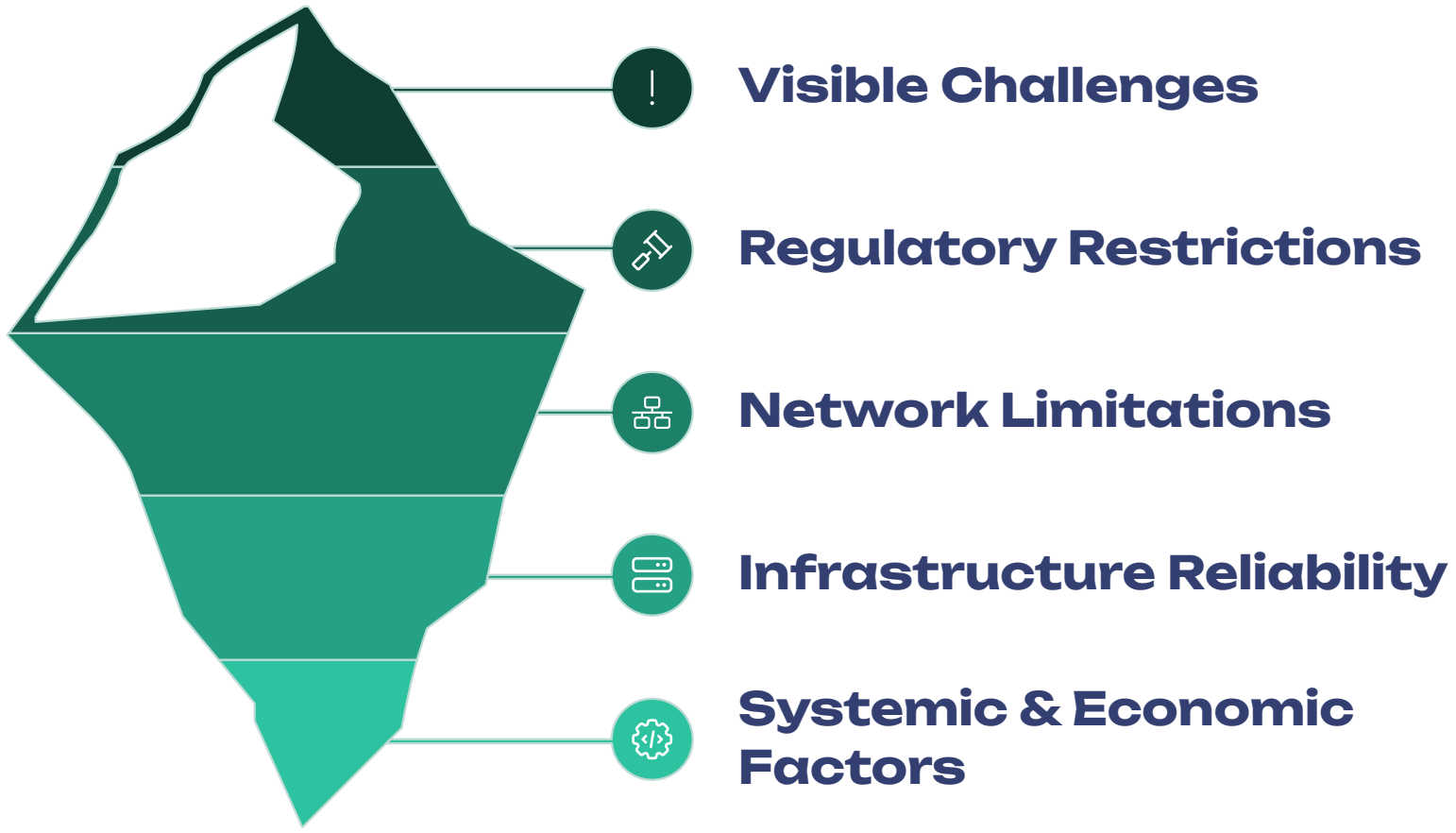
Section 8

# Challenges & Considerations




- **Avoiding Spam:** Opt-in messaging and opt-out management are critical for compliance.
- **Content Restrictions:** No adult or prohibited content on direct routes.
- **Network Variability:** Coverage differences in rural vs. urban areas.
- **Reliable Infrastructure:** Choose providers with transparent pricing and robust systems.

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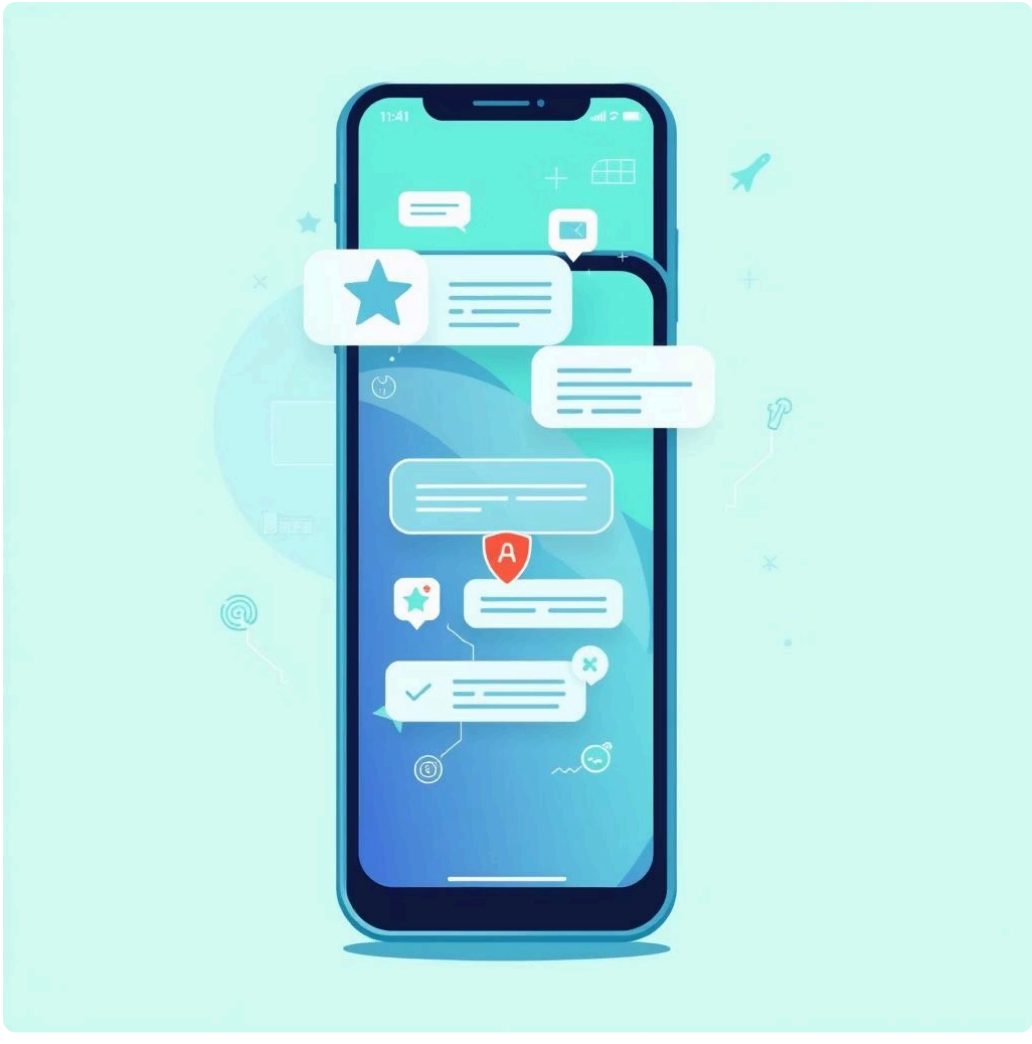
Section 9

# The Future of Bulk SMS in Kenya

- AI & Automation: Growing integration for smarter campaigns.
- WhatsApp Blasting: Expansion alongside traditional SMS.
- USSD & IVR: Increasing use for interactive engagement.



Bulk SMS remains a cornerstone for digital marketing and communication in Kenya’s evolving mobile ecosystem. Ready to leverage bulk SMS? Choose a trusted provider and start transforming your customer communication today!

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